



ORDER

Flight Dates **08/20/12-08/28/12**

Contract / Revision **307009 /** Product **Quayle for AZ CD-6 2012**

Original Date / Revision **08/03/12 08/17/12** Agency Com **15%**

Advertiser **Quayle / Republican / Congr** Billing Contact

Agency **Smart Media Group** **814 King Street - Suite 400**
Alexandria, VA 22314-3039

Buying Contact

Sales Office **EWSDC**

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Region **NAT**

Agency Ref

Order Sep **00:20:00**

Estimate # **820828**

Alt Order #

Billing Type **Cash**

Order Type **GENERAL**

Billing Cycle **EOM/EOC**

Billing Calendar **BROADCAST**

Demographic **A25-54**

Rev Codes **POL POL CAND**

Product Codes **PL**

Priority **P-6**

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	14	\$6,927.50	\$8,150.00	0.00	07/30/12	08/26/12	14	\$6,927.50	\$8,150.00
September 2012	1	\$850.00	\$1,000.00	0.00	08/27/12	08/27/12	1	\$850.00	\$1,000.00
Totals	15	\$7,777.50	\$9,150.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	08/20/12	08/27/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	2	\$2,000.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 08/20/12		08/20/12	08/26/12	M-----		1		\$1,000.00		0.00					
Week: 08/27/12		08/27/12	09/02/12	M-----		1		\$1,000.00		0.00					
N 4	KNXV	08/24/12	08/24/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
				Friday 8-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



KNXV

Print Date: 08/17/12

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Contract / Revision **307009** Flight Dates **08/20/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Quayle / Republican / Cong** Product **Quayle for AZ CD-6 2012**

Estimate # **820828**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$1,500.00		0.00			
N 7	KNXV	08/21/12	08/21/12	Tuesday Prime B Tuesday Prime B	CM	8pm-9pm	-T-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$1,000.00		0.00			
N 9	KNXV	08/20/12	08/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	3	\$225.00	P-6	0.00	NM	3	\$675.00
makegood spots from order # 306949															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					3	\$225.00		0.00			
N 10	KNXV	08/20/12	08/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00
makegoods from order# 306949															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					3	\$250.00		0.00			
N 11	KNXV	08/21/12	08/21/12	Tuesday Prime B Tuesday Prime B	CM	8pm-9pm	-T-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$1,000.00		0.00			
N 12	KNXV	08/21/12	08/21/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$1,500.00		0.00			
N 13	KNXV	08/20/12	08/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					2	\$250.00		0.00			
N 14	KNXV	08/20/12	08/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	1	\$225.00	P-6	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					1	\$225.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 15 \$9,150.00